

Abstract

Method and apparatus for determining the efficiency of publicity and/or broadcasted programs, according to which, when a TV converter or FM radio is operated, the frequency of the broadcast channel received at the moment is determined either directly from the TV converter or FM radio display or by extracting the LO frequency of the TV converter or FM radio. The frequency is transformed to a digital word and when the information as to the amount of watching and listening of a given publicity and/or broadcasted program or publicities is desired, a request for the information is sent and when received, the memorized digital words corresponding to the frequency of the broadcast channel received at the moment is transmitted